

WHY SPONSOR THE VIRTUAL GLOBAL TEC (TECHNOLOGY, EDUCATION AND CAREERS) FORUM?

MCCA's Global TEC Forum (G-TEC) addresses diversity, equity and inclusion challenges in the tech industry, the latest disruptions and challenges facing the legal profession, and how emerging technologies are changing the practice of law. As we continue to adjust to a world changed by the COVID-19 crisis, G-TEC will once again be delivered as a virtual event. Last year's virtual G-TEC was a resounding success and we doubled attendance from the previous year. We are confident that our comprehensive virtual program will continue to deliver the knowledge-rich conference experience that has supported diversity, equity and inclusion in the legal profession for over 24 years. A digital platform offers many exciting possibilities, and we hope you will join us as we rise to the challenges and opportunities of a new decade.

Our sponsors and exhibitors are integral to providing participants with a conference that continues to lift the bar. Sponsors of G-TEC have the opportunity to contribute to unique and substantive discussions on diversity, equity and inclusion issues within the legal profession.

SPONSORSHIP & EXHIBITION BENEFITS

PERSONAL CONTACT: Put a face to your brand – the best way to create and maintain relationships with your target audience.

EDUCATION: Learn how we are challenging the status quo and advancing diversity, equity & inclusion in the legal profession and how you can be part of it.

PRESENCE: Show your commitment to the diversity, equity and inclusion in the legal profession – support the community that supports your business.

WEBSITE: A pivotal marketing tool, this is the key source of information about the conference and is constantly updated and refreshed to reflect the latest news.

DIRECT MARKETING: Frequent email blasts update registered attendees with general information, latest news, key dates, and program and speaker details. This ensures attendees remain engaged in activities leading up to the conference.

This annual opportunity to explore new ideas and hear from leaders and experts presents the perfect forum to support MCCA's mission and vision, connect with colleagues, and promote your organization through online sponsorship and/or exhibiting.

We welcome back our long-term supporters and look forward to engaging with new organizations. There are various ways to be involved. This document outlines the developed sponsorship packages. These packages are not fixed – so if you have ideas, let's talk!

VIRTUAL PLATFORM

Our virtual platform provides an advanced forum through which to share knowledge, research, best practices and connect with the MCCA community. The virtual program includes live CLEs, interactive Q&A sessions and virtual networking opportunities.

ADVERTISING AND ARTICLES: Regular e-blasts will promote program highlights and key speakers.

MEDIA COVERAGE: This will be attracted closer to the conference through industry media channels, profiling key developments in the legal profession.

SOCIAL MEDIA: This will be used to create excitement around the event and speakers. LinkedIn, Twitter and Facebook will feature heavily in the social media campaign.

SPONSORSHIP OPPORTUNITIES

To sponsor the Virtual Global TEC Forum, please contact:

sponsorship@mcca.com

www.mcca.com/gtec

Customized sponsorship packages available

Premier Sponsorships:

\$25,000 / Title Sponsorship

\$10,000 / Marquee Sponsorship

\$15,000 / Patron Sponsorship

\$5,000 / Supporter Sponsorship

PREMIER SPONSORSHIPS

\$25,000 / TITLE SPONSORSHIP

Title Sponsors are the premier sponsors of G-TEC and have the exclusive opportunity to be deeply engaged with the audience through multiple speaking engagements at the event. Supporters at this level will receive **highly visible speaking opportunities** at G-TEC, which includes a **speaker serving on a continuing legal education panel and providing opening remarks at the closing networking reception.**

Benefits Include:

- › An exclusive speaking opportunity for one leader of the organization¹
- › Provide opening remarks at the closing networking reception
- › High visibility virtual concept space, where company or firm can distribute materials, embed videos, connect directly and engage with conference attendees
- › Top billing and prominent logo placement across virtual event platform, on all conference marketing materials, on the G-TEC webpage, G-TEC app, social media posts and promotional emails
- › MCCA will provide social media post on Facebook, Twitter and LinkedIn announcing the sponsorship
- › G-TEC mobile app visibility, which includes a banner ad, an exclusive push notification before a plenary or reception, and logo in sponsor section of app
- › Sixteen (16) full conference registrations and two 'marketing'² registrations
- › Pre and post conference list of attendees
- › Promotional items placement for virtual swag bag (items must be provided by sponsor)
- › Recognition in post event thank you email, MCCA newsletter and social media
- › First right of refusal for Title Sponsor package for 2022 G-TEC

¹ MCCA will use its discretion to determine if the speaker recommended by the sponsor is appropriate for the program.

² Marketing registrations are to be used to staff the virtual booth at G-TEC and cannot be used for CLE purposes.

\$15,000 / PATRON SPONSORSHIP

Benefits Include:

- › An exclusive speaking opportunity for one leader of the organization¹
- › CLE session sponsorship
- › High visibility virtual concept space, where company or firm can distribute materials, embed videos, connect directly and engage with conference attendees
- › Prominent logo placement across virtual event platform, on all marketing materials, on the G-TEC webpage, G-TEC app, social media posts and promotional emails
- › MCCA will provide social media post on Facebook, Twitter and LinkedIn announcing the sponsorship
- › Eight (8) full conference registrations and two 'marketing'² registrations
- › Pre and post conference list of attendees
- › Promotional items placement for virtual swag bag (items must be provided by sponsor)
- › Recognition in post event thank you email, MCCA newsletter and social media

¹ MCCA will use its discretion to determine if the speaker recommended by the sponsor is appropriate for the program.

² Marketing registrations are to be used to staff the virtual booth at G-TEC and cannot be used for CLE purposes.

\$10,000 / MARQUEE SPONSORSHIP

Benefits Include:

- › Prominent virtual concept space, where company or firm can distribute materials, embed videos, connect directly and engage with conference attendees
- › Logo placement across virtual event platform, on all marketing materials, on the G-TEC webpage, G-TEC app, social media posts and promotional emails
- › MCCA will provide social media post on Facebook, Twitter and LinkedIn announcing the sponsorship
- › Six (6) full conference registrations and one 'marketing'¹ registration
- › Promotional items placement for virtual swag bag (items must be provided by sponsor)
- › Recognition in post event thank you email, MCCA newsletter and social media

¹ Marketing registrations are to be used to staff the virtual booth at G-TEC and cannot be used for CLE purposes.

\$5,000 / SUPPORTER SPONSORSHIP

Benefits Include:

- › Virtual concept space, where company or firm can distribute materials, embed videos, connect directly and engage with conference attendees
- › Logo placement across virtual event platform, on all marketing materials, on the G-TEC webpage, G-TEC app, social media posts and promotional emails
- › Four (4) full conference registrations
- › Promotional items placement for virtual swag bag (items must be provided by sponsor)
- › Recognition in post event thank you email, MCCA newsletter and social media

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS	PREMIER SPONSORSHIPS			
	\$25,000 TITLE	\$15,000 PATRON	\$10,000 MARQUEE	\$5,000 SUPPORTER
Exclusive speaking opportunity for one leader of the organization ¹	√	-	-	-
Opening remarks at the closing networking reception	√	-	-	-
CLE session sponsorship	-	√	-	-
Virtual concept space, distribute materials, embed videos, connect directly and engage with attendees	High Visibility	High Visibility	Prominent	√
Logo placement across virtual event platform, conference marketing materials, G-TEC webpage and app, social media posts and promotional emails	Top Billing	Prominent	√	√
Social media post on Facebook, Twitter and LinkedIn announcing the sponsorship	√	√	√	-
Mobile App Visibility (banner ad, exclusive push notification before plenary or reception, and logo in sponsor section of app)	√	-	-	-
Full Conference Registrations	16	8	6	4
'Marketing' ² Registrations	2	2	1	-
Pre and Post Conference Attendee Lists	√	√	-	-
Promotional items placement for virtual swag bag (items must be provided by sponsor)	√	√	√	√
Recognition in post event thank you email, MCCA newsletter and social media	√	√	√	√

¹ MCCA will use its discretion to determine if the speaker recommended by the sponsor is appropriate for the program.

² Marketing registrations are to be used to staff the virtual booth at G-TEC and cannot be used for CLE purposes.

***The Minority Corporate Counsel Association, Inc. is a 501(c)(3) organization. Gifts are deductible to the full extent allowable under IRS. EIN:13-3920905.**



STRATEGIC DIVERSITY MEMBERS



Morgan Lewis